

Business Plan
Individual or Team Event
Report/Performance Event with Judge Q & A

Regulations

- *Refer to National Competitive Event Guidelines for description and procedures.*
- Each local chapter may submit one (1) entry that may be created by an individual member or by a team, not to exceed three (3) members, to compete in this event.
- No more than one (1) team member may have competed in this event at a NLC or have competed more than two (2) years at the national level.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Two copies of the report must arrive at the RLC Host School by **the third Friday in January** for RLC or the State Office by **the first Wednesday in March** for SLC. The reports will be returned to the chapters and the advancing reports may be revised for competition on the next level. Reports must include a table of contents. A title page, divider pages and appendices are optional.
- Student members, not advisers, must prepare the report. Local advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements and is written in an acceptable business style.
- Proposals must describe proposed business ventures or current business operation. The business venture/operation must also be currently viable and realistic. The business described in the project report must not have been in operation for a period exceeding 12 months before the NLC. Reports should not be submitted that evaluate ongoing business ventures.
- Two (2) copies of the report should be submitted.

Report Cover

- Report covers must be of a weight such as cover stock, index stock or card stock.
- There must be both a front and back cover.
- Report covers are **not** counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated or have a plastic sheet overlaying the printed cover.
- No items, such as labels or decals, may be attached to the front cover.
- Two- or three-ring binders are not acceptable as report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: the name of the school, state, name of the event and the year (20xx – xx).
- All reports must be bound (e.g., tape binding, spiral binding)—no staples.

Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Each page must be standard 8 ½" x 11" paper.
- Each side of the paper providing information is counted as a page.
- Each page is numbered.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. A title page, divider pages and appendices are optional.
- Valuable items should not be included with the report. Copies should be sent rather than important original documents.

Business Plan – Continued

- No items may be attached to any page in the report.
- An effective business plan should include the following information: executive summary, company description, industry analysis, target market, competitive analysis, marketing plan and sales strategy, operations, management and organization, long-term development, financials and appendix.

Eligibility

- A chapter may enter one (1) project in this event each year.
- A chapter may not enter the same report for more than one report event.
- Each project may be authored by an individual member or by a team, not to exceed three (3) members.
- No more than one (1) team member may have competed in this event at a NLC or have competed more than two (2) years at the national level.
- The project may not have placed first or second at a previous SLC or have been submitted for a previous NLC.
- All team members must participate in the presentation.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.

Procedure

Written Report: Report formats must follow the same sequence shown on the rating sheet. Creativity through design and use of meaningful graphics is encouraged. The written reports will be prejudged according to the rating sheet. All team members will make an oral presentation at SLC.

Oral Presentation: All members from the submitting team will give an oral presentation. The members will introduce themselves, describe the plan and summarize their findings.

Business Plan – Continued

Administration of Events

RLC	SLC
Written reports must arrive at the RLC Host School by the third Friday in January .	Written reports must arrive at the State Office by the first Wednesday in March .
An undetermined number of sections of the plan will be reviewed and graded at the regional level.	The top 8 finalists will present their Business Plan to a team of judges at the SLC. Finalists and schedules will be posted at SLC, not before.
	Five (5) minutes will be allowed for the setup of equipment. Participants must bring and set up their own audio/visual equipment—except screens. The individual or team members must perform all aspects of the presentation including setup. Other representatives may not assist.
	Presentations may not exceed 7 minutes.
	Upon completion of the presentation, the judges may ask questions for an additional 3 minutes.
	The presentation will be scored with a maximum of 100 points to be combined with the score of the written report.
	The participant(s) cannot be a competitor in another event.
Top THREE finishers advance to SLC competition.	Top THREE finishers will advance to NLC competition.

Performance Event with Judge Q & A

Teams will have seven (7) minutes to describe the business. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following the presentation, judges will conduct a three (3) minute question-answer period.

Judging

- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.



FBLA Business Plan Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Executive Summary •Convinces reader that business concept is sound and has a reasonable chance of success •Is concise and effectively written	0	1–7	8–14	15–20	
Company Profile •Legal form of business •Effective date of business •Company mission statement/vision •Company governance •Company location(s) •Immediate development goals •Overview of company's financial status	0	1–5	6–10	11–15	
Industry Analysis •Description of industry (size, growth rates, nature of competition, history) •Trends and strategic opportunities within industry	0	1–5	6–10	11–15	
Target Market •Target market defined (size, growth potential, needs) •Effective analysis of market's potential, current patterns, and sensitivities	0	1–5	6–10	11–15	
Competition •Key competitors identified •Effective analysis of competitors' strengths and weaknesses •Potential future competitors •Barriers to entry for new competitors identified	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy •Key message to be communicated identified •Options for message delivery identified and analyzed including Web process •Sales procedures and methods defined	0	1–5	6–10	11–15	
Operations •Business facilities described •Production plan defined and analyzed •Workforce plan defined and analyzed •Impact of technology	0	1–5	6–10	11–15	
Management and Organization •Key employees/principals identified and described •Board of directors, advisory committee, consultants, and other human resources identified and described •Plan for identifying, recruiting, and securing key participants described •Compensation and incentives plan	0	1–5	6–10	11–15	



FBLA BUSINESS PLAN

Report Rating Sheet (Continued)

Long-term Development •Goals for three-, five- or more years are identified and documented •Risks and potential adverse results identified and analyzed •Strategy in place to take business toward long-term goals	0	1–5	6–10	11–15	
Financials •Type of accounting system to be used is identified •Financial projections are included and reasonable •1 st year monthly cash flow •1 st year monthly income statement •Yearly income statements for years 1, 3 & 5 •Financial assumptions clearly identified	0	1–7	8–14	15– 20	
Supporting Documents •May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	0	1–5	6–10	11–15	
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Professional written presentation appropriate to audience	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Subtotal					/200 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments:



FBLA BUSINESS PLAN Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of business concept and company profile	0	1–2	3–4	5	
Marketing aspects of business are thoroughly covered	0	1–5	6–10	11–15	
Description of operations and management plans	0	1–3	4–7	8–10	
Financial documents and projections are reasonable easy to understand	0	1–7	8–14	15–20	
Risks are anticipated, analyzed and planned for	0	1–3	4–7	8–10	
Long-term goals are identified and reasonable	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions regarding business start-up logistics	0	1–3	4–7	8–10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/100 max.
Report Score					/200 max.
Final Score (add total points and report score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: